network (LAN) 24. LAN 24 also includes a processor (not shown) programmed to communicate with servers 12, 14, 16, 18, 20, and 22.

Please replace the paragraph at page 3, lines 23-29 with the following:

Figure 2 is a block diagram of an alternative exemplary embodiment of a server architecture for a system 50 that gathers and utilizes consumer generated anonymous data. Components in system 50 identical to components of system 10 are identified in Figure 2 using the same reference characters as in Figure 1. System 50 differs from system 10 in that system 50 includes a fax server 52 coupled to LAN 24. Fax server 52 communicates with consumers via a telephone link 54. Also, in system 50 the mail server is incorporated into web server 12.

IN THE CLAIMS

Please cancel Claim 18.

1. (Once amended) A method for generating an anonymous data profile of an individual, said method comprising the steps of:

administering to the individual a password;

utilizing the password to access a database;

refusing to accept contact information from the individual;

entering profile information about the individual in the database; and

storing the profile information from the individual in the database.